

South Park Stakeholders Group – DISI Committee Meeting
Wednesday, May 13, 2015, 9:00 AM
1333 S. Hope St, Los Angeles, CA 90015

Committee Members: Terri Toennies, Jim Pugh, Daniel Taban

Staff: Jessica Lall, Amanda Irvine, Jessica Mandelbaum, Priscilla Hsu

Guests: Terry Rubinroit, Steven Bledsoe, Jordan Buskirk, Stacey Mendoza, Jenny Martinez, Brian Greene, Daniel Lewis, Carmen Zella

MINUTES:

Meeting called to order at 9:03 am.

Item	Discussion	Action taken?
Public Comment /Introductions	No public comment	No action taken
Review and determine utility box artist	<p>We are moving forward with public artwork with DoArt Foundation. We have secured funding for first 10 utility boxes in district. We put out a call to artists and got 65 responses. Carmen has narrowed it down to the top 10. Carmen will lead us through the Powerpoint and have a discussion around what we like. Hopefully we'll be able to move forward with a designer. We are spending \$10,000 on this, which is being funded by theJADE Enterprise's TFAR monies.</p> <p>All artists are local to Los Angeles.</p> <ol style="list-style-type: none"> 1. David Koo – Nature photographer, working with concepts of green alleys and parklets. 2. Clara Lee – Text art that forms words and sentences as you drive by. Provided list of quotes to create poetry. 3. Hieronymous Schofferman – intersection and integration of lines, conceptual take on what's developing in South Park 4. Chelsey Croucher – photographer that interviewed more than 15 members of South Park for display 5. Paul Juno – Photographs of lightly mixed paint 6. Sheri Neva – Scientist that wants to photograph different sections and put those under a microscope to show the synergy of science, art and technology to show what the world is like 7. Van Saro – Artist from Pico-Union, idea was to work with kids of Dignity Health and do sketches and charcoal of the 	No action taken – artists narrowed down to 2. Staff, Do Art will make recommendation and decision on who to move forward with.

	<p>localized kids</p> <ol style="list-style-type: none"> 8. Max Neutra – Shown a bit in Venice, his work is a little more pop-y. Uses animals to show people in the city and their vanity 9. Raina Ross – Artwork is an eclectic mix of urban culture 10. Jill Sykes – Nature to soften ever-booming edges of development <p>This is a call to artists so if nothing jumps out on you on the agenda, we can go ahead and curate and give the artists direction.</p> <p>Just as a reminder, the criteria was 1 – to tell the story of South Park, 2 – look at the intent, design and spirit, rather than specific images</p> <p>Rubinroit: The words wrapped around the boxes seem like a spatially bad idea. No one's doing loops around utility boxes. The one I liked the most was the science one because it has the South Park story.</p> <p>Lewis: I'm inspired by the ones with people in it. The activists and children. That's pride in the people of the district.</p> <p>Bledsoe: I second that. The engagement of interviewing might get people excited to be box 25. You can highlight people active in the community</p> <p>Zella: The vinyl on the box is temporal. It's a 3M application so we won't have graffiti problems, we can do a 3 year rotation.</p> <p>Lall: For the first one, we'd like to do just one artist, for continuity.</p> <p>Zella: This is inspired by Pasadena. They did a phenomenal job of curating boxes. One artist would strengthen the exhibition overall than having these random pop ups.</p> <p>Pugh: There's three that struck me. The people one is kind of cool as we have an interesting mix of folks in South Park. I like the science one, that's really interesting because it goes to a natural level—it can also go to building materials and structure. The other one was nature (Jill Sykes - not the pictures, per se) but the art with some park like elements since we don't have a</p>	
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	<p>lot of green space. I think those are three that resonate with the community but if I had to pick one I think I'd pick the one with science and technology.</p> <p>Zella: I agree that with all the development going on in South Park, it's nice to see those images of nature.</p> <p>Taban: How many boxes are in the district?</p> <p>Lall: We have 40-something boxes in the district total but half of those are doable since the rest are AT&T boxes that we can't touch.</p> <p>Taban: I like the nature ones; they provide images that we don't already have in South Park.</p> <p>Pugh: One thing I want to say about the people one, this might be too lawyerly but we have to be careful about likeness and imaging because we could get in trouble.</p> <p>Zella: Is there anyone who didn't see anything they liked?</p> <p>Martinez: I love Paul Juno's work but would love to see more color. Van Saro's work is fantastic and would connect with the community or start a conversation.</p> <p>Zella: We want them to stand out enough that will create a conversation and people will actually take a photograph in front of them. It's nice because it actually starts to activate people in the community as well. I guess the next step is for you to write in to Jessica what your vote is and we'll tally them up.</p> <p>Lall: I think the three that people have general consensus on is the science one—</p> <p>Rubinroit: Can we have more color?</p> <p>Zella: Of course, feel free to give the artists direction.</p> <p>Lall: Maybe more nature elements since people want more green and stuff.</p> <p>Zella: We can tell her what to photograph.</p>	
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	<p>Rubinroit: That's up to her, right?</p> <p>Zella: Right but I think everything looks kind of like this under a microscope.</p> <p>Rubinroit: Is that too directional?</p> <p>Zella: Hit me with everything you want and I'll sensitively walk into conversations with artists.</p> <p>Rubinroit: If we go towards people, I would just urge towards children because the adults are just so specific.</p> <p>Pugh: My last suggestion is if we go with the people, I want one.</p> <p>Lall: I just want to see how many prefer each one. Let's just do show of hands between microscope with color and maybe some nature, people & children, or people who could go either way.</p> <p>Vote: Kids (4), Microscope (6), Either (4)</p> <p>Lall: Let's go back to both artists and see who would be the most amendable to work with what we're looking for.</p>	
Website Update	<p>Toennies/Lall: We selected PUSH PR last meeting. Yesterday we met with them to go over the design. We budgeted roughly only \$10k, we can't go over that because of the BID budget. They showed us a rough template and then they showed us the customized website, which was nearly twice as much. Terri generously agreed to have the LA Auto Show sponsor the customized website design and will be featured in October – leading up to the Auto Show.</p> <p>They kept our branding and logo in mind. This is an innovative way to keep our theme and color scheme.</p> <p>We want to make sure our website is a tool, not only for people to see what's going on, but also to help advertise them, their branding and what they're doing for the area.</p> <p>Toennies: Can you show the drop down boxes? As a committee I think we need to look at these headers cause they don't all necessarily make sense.</p>	No action taken

<p>Bledsoe: Maybe the twitter feed could replace the news feed since most people get their news from Twitter.</p> <p>Lall: I'm not sure that's the direction we're going towards since there's so much news about South Park and developers like to have access to the news about South Park. Given the nature of South Park and where we're at, we're going to keep them separate for now and connect them as necessary.</p> <p>Mandelbaum: Also just to piggyback off that, not everyone is tagging South Park yet; I'll get to that in Analytics.</p> <p>Lall: The three things we need to think about are the buckets of people and their needs but live, work, play is a really overworked phrase. So where we've landed is—and this is where we need your feedback—the experience, where to eat, go; the life, people who live here or are looking to live here, policies relevant to neighborhoods; the opportunities, business opportunities, if you want to see commercial vacancies or schedule a tour with Jess. Terri brought up a good point that opportunities didn't really resonate with her yesterday.</p> <p>Rubinroit: What's wrong with live, work, play, why do you hate that? It's clear.</p> <p>Lall: It's so overworked.</p> <p>Bledsoe: Somewhere in there, you should make this "The Place".</p> <p>Rubinroit: I like the way they've used the green; it's still there but subtle.</p> <p>Greene: I hear what you're saying about Live, Work, Play but anything that's literal and gets you where you need to go, especially on a smart phone is great. So I'm not over it.</p> <p>Zella: Not to get too artsy but culture is a good general word for food, entertainment.</p> <p>Rubinroit: Opportunities makes us seem like job opportunities.</p> <p>What about connect? Invest?</p> <p>Lall: Let me know if you think of anything but I think there's a consensus here that these three don't get the point across, and they're the three most important tools in organizing the website.</p>		
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	<p>Pugh: Looks like they're headed in the right direction.</p> <p>Lall: Yes, it's being designed better for a smart phone and tablet. The backend is night and day. We will have a fuller version at our next DISI meeting in July.</p>	
Mural Updates	<p>Lall: Our fifth mural just went up. The goal is to get a mural tour with the Mural Conservancy for South Park. Now that we've gotten murals up, we've had a snowball effect of mural requests flooding in. South Park is being seen as a high end artist place.</p> <p>Zella: We're always open to local artists being a part of the program. In terms of what we've curated, it's been half local, half international. The international artists have a name for themselves, they've been</p> <p>Lall: We've been approached by the Special Olympics for two murals funded by Toyota. We'll probably have two more going up as part of the Special Olympics project. One will be able to be moved if it needs to so that will put us up at 7. I heard once we get to 10 we can do a mural tour.</p> <p>Bledsoe: I'll hashtag South Park—</p> <p>Mandelbaum: It's #SPdoesArt</p> <p>Lall: I also want to thank Hotel Fig for hosting CASE with their generosity and support of art. Once the utility boxes go up we're going to do a joint press conference with the councilman, he's very excited about the art. Thank you Carmen, we're very lucky to have Carmen's attention and focus in South Park. She presented at the BID conference and everyone was vying for her attention.</p>	No action taken
Google Analytics Update	<p>Lall: Jess, not a social media expert has taken on the task of attempting to become one.</p> <p>Mandelbaum: Earlier this year I began looking at all analytics available to us to see how we're doing. There's a lot of data out there. How do you look at all this data and analyze which posts are working and which ones aren't and which ones are getting us attention, etc. etc.</p> <p>We've started paying way more attention to our newsletter</p>	No action taken

	<p>posts and social media and are really trying to up the numbers now. What we're trying to do is look at weekly summaries of what went up and what went down and again, put some metrics behind our efforts.</p> <p>Lall: If we were to be honest, folks know the Arts District and the Historic Core and all they know about South Park is that we have one little park on the south side of the district and that we're competing with a show that is really kind of crass. We need to show we're the sports and entertainment district and play off the fact that we can get out information on the events.</p> <p>Mandelbaum: It's really important if you're supporting the BID to like us, because that increases our reach—it goes millions of ways. Make sure you're following us, liking us, sharing our posts; it helps us get in front of more people, ultimately helping us get the job we're trying to get done here.</p> <p>Irvine: South Park the name came from history plan central park supposed to happen in 1990. Grand Hope Park was going to come down this way, people were growing trees around here but its been called South Park by the city since 1972.</p> <p>Pugh: Have we thought about calling it something else?</p> <p>Lall: I think at this point, South Park is building a brand name and its probably easier to define it and turn the entire district into parks, parklets, rather than having one large park.</p> <p>Mandelbaum: The goal is to get people to think of the neighborhood before the TV show.</p> <p>But make sure its #southparkla not just #southpark because that's the TV show.</p>	
Announcements	<p>May 13 – Green Carpet, CHMC June 9 – Green Carpet, Changing from the Metro Charter Elementary to the Marriot Residences. June 25 – Board Meeting</p>	No action taken
Next Meeting	July 8, 2015 at 9:00 AM	

Terri motions to adjourn meeting at 10:10 AM.

NEXT STEPS:

- Staff will:

Minutes taken by Priscilla Hsu and Amanda Irvine